

Calendar of Events and Promotions

APRIL		OCTOBER	
9	Idaho Govonor’s Trade Mission to Cuba	10-11	Value-Added U.S. Food Service Products Menu Presentation*, Seoul, Korea
15	Idaho Preferred® Media Dinner —Coeur d’Alene, ID.	15-16	KUSEC Conference, Boise, Idaho
16	Idaho Preferred® Culinary Day - Coeur d’Alene, ID.	22 -27	Televised Cooking Shows*, Monterrey Mexico*
	Idaho Preferred® Pavilion - Coeur d’Alene, ID.		
MAY		Dates to be Determined	
6-8	Food Marketing Institute Food Show, Chicago, Illinois		
JUNE			
13-15	Exphotel Trade Show*, Cancun, Mexico*		Downtown Dine Around-Boise, Idaho
21-24	Taipei Food Show/Mission*, Taipei, Taiwan		ASEAN Food Service Program/Training*, Idaho, California
JULY			ASEAN In-bound Buyers Mission*, Boise, Idaho
16-17	Korean In-bound Buyers Mission*, Boise, Idaho		Mexico In-Bound Buying Mission *
29 –	Televised Cooking Shows*, Monterrey Mexico*		Yellow Onion Promotion in Mexico*
Aug 2			Taiwan Menu Promotion*, Taiwan
SEPTEMBER			Central America Out Bound Trade Mission*
5-14	Western Product Showcase and Mission*, South-east Asia		South American Out Bound Ingredient Mission*, Colombia, Peru, Brazil
8	Taste of Idaho – Boise		Central American Chipping Potato Seminars
			Central American In Bound Trade Mission, Idaho*

April–June 2007

Director Gould Wants to Hear From You!

Celia Gould, Director of the Idaho State Department of Agriculture (ISDA), has scheduled a listening session to learn about the international marketing priorities of Idaho’s agriculture industry.

“ISDA is committed to serving Idaho’s agriculture industry,” says Gould. “It’s important that our priorities reflect those of industry and I’m looking forward to learning how we can best serve our customers in international markets.”

The meeting - scheduled for May 22, 2007, from 1:30pm to 4:30pm at ISDA, 2270 Old Penitentiary Road, Boise – is an opportunity for producers, processors and stakeholders to give the Director feedback on the direction of the Market Development Division’s international programs.

The mission of the Market Development Division of the Idaho State Department of Agriculture is to promote Idaho’s food and agriculture industry by expanding opportunities in domestic and foreign markets fostering industry growth and profitability.

Currently the Division coordinates a number of international promotions in targeted markets. These activities include trade shows; menu and retail promotions; televised cooking shows; chef and buyer education seminars; and in-bound and outbound trade missions.

Plan to attend on May 22 to give your feedback on international marketing priorities to Director Gould. Please RSVP to Laura Johnson at ljohnson@agri.idaho.gov or call 208-332-8533 with any questions.

ISDA Addresses Critical Transportation Issue

The Idaho State Department of Agriculture (ISDA) recognizes that transportation is an enormous challenge to the state’s agriculture industry. Failing infrastructure, expensive and insufficient rail service, and a shortage of trucks and truck drivers are only a few of the issues that agriculture shippers have cited as concerns.

The ISDA Agricultural Transportation Advisory Committee has been formed to help develop possible policy solutions to Idaho’s transportation crisis. The Committee is working to identify the complex challenges facing Idaho agriculture and provide solutions that the state and private sector can implement to improve the transportation system.

In an effort to fully identify the issues, ISDA is compiling examples of Idaho’s transportation challenges and their impact. Please take a moment to contact Shelby Kerns at skerns@agri.idaho.gov or 208-332-8678 with any specific examples that you may have. Your name and company can be kept confidential if you would prefer. Whenever possible ISDA would like to cite the actual fiscal impact of transportation challenges in order to better illustrate lost revenue to the state as a result of companies re-locating because of transportation problems; companies choosing not to locate in Idaho due to lack of transportation options; and lost business to Idaho companies.

ISDA is a member of the Agriculture Transportation Coalition (AgTC) and helped to sponsor AgTC’s annual shippers’ roundtable in conjunction with the 2007 Idaho Ag Summit. The roundtable is an opportunity for shippers to

hear about actions at the national level, as well as to discuss their challenges and hear about actions other states and industry groups have undertaken to find solutions. The roundtable is an annual event and in 2008 will again be held in conjunction with the February Idaho Ag Summit.

Idaho's legislature has taken action to help improve Idaho's transportation infrastructure with the creation of the Rural Economic Development and Integrated Freight Transportation Program. The program, administered by ISDA, provides \$5 million for low-interest loans for improvements and upgrades to Idaho's freight shipping infrastructure.

Farmers' Markets Benefit Local Economies

Farmers' markets—the oldest venue for selling farm fresh produce—are free enterprise at its best. On market day, the scene is festive as local markets are filled with the freshest food, and with people coming together to celebrate community and agriculture. Farm families and consumers meet to buy and sell local foods such as baskets of ripe, colorful fruits and vegetables; crates of specialty herbs, honey and fresh flowers; and home-baked breads. Most of the farmers' markets throughout Idaho open in May and consumers can visit 32 markets throughout the state.

Farmers' markets have been a steady presence in Idaho for more than 20 years. For the past 10 years, the number of farmers' markets in Idaho, along with their popularity, has been steadily increasing. What makes this exciting is that the revenue generated by these markets will stay in our local economy.

"Farmers' markets continue to be a valuable part of our communities. These markets are an excellent venue for producers to sell their products and get people energized and excited about agriculture in Idaho," said Celia Gould, Director, Idaho State Department of Agriculture. "Consumers find farmers' markets to be a fantastic opportunity to meet and interact with the folks behind the quality locally-grown products of Idaho."

For a complete guide to the farmers' markets in the state or information for those interested in starting a farmers' market, contact the Market Development Division at the Idaho State Department of Agriculture at (208) 332-8530 or visit <http://www.idahoag.us/Categories/Marketing/FMmarketing.php>

Southeast Asia Trade Mission Opportunity!

The Idaho State Department of Agriculture (ISDA), in conjunction with the Western United States Agricultural Trade Association (WUSATA), will be leading a trade mission to Southeast Asia in September.

The trade mission, scheduled for September 5 to 14, will include the Philippines (September 5-9), Malaysia (September 9-11) and Thailand (September 11-14). The mission includes a comprehensive package of airfare, in-country transportation, hotel accommodations, and meeting arrangements for an approximate fee of \$1500 (depending on exact airfare costs).

This is an excellent opportunity for companies interested in Southeast Asia. U.S. food exports to the region rose 20 percent in 2006. U.S. exports to the Philippines increased by 24 percent while those to Thailand and Malaysia increased by 20 percent and 17 percent respectively.

For interested participants, the trade mission will coincide with the AsiaFood Expo 2007 (AFEX) in the Philippines. AFEX will be held September 5-9 and booths in the U.S. Pavilion are available for \$1,000.

The trade mission will be limited to 10 participants and will be reserved on a first-come, first-serve basis. Only one representative per company will be allowed

Mexico Searches for Idaho Products

ISDA, in cooperation with the Western U.S. Agriculture Trade Association, managed the Western U.S. pavilion at the ANTAD 2007 Retail Trade Show in Guadalajara, Mexico. ANTAD is the largest retail food show in Latin America. It attracts over 20,000 buyers and sellers annually. The Western U.S. pavilion held 14 companies. The presence of these companies made the pavilion a must for Mexican buyers to walk. Over \$300,000 of U.S. products were sold during the show. "The ANTAD trade show is the most important show in Mexico for the retail market," Seth Pemsler of the Idaho Potato commission commented. "A company that wants to sell to the retail market needs to attend this show." The planning for ANTAD 2008 is already underway and the show promises to have a larger presence in this growing market.



A Sourdough Success!

Alpicella Bakery is an Idaho sourdough bread company that is truly "Idaho Preferred®." In their new bakery location in Boise, Alpicella uses flour from Pendleton Mills in Blackfoot to make bread, rolls and baguettes.

Alpicella's sourdough breads are used by many local restaurants and now consumers can buy this quality sourdough, along with their new line of organic sandwich breads, at Treasure Valley Wal-mart stores. As part of an Idaho Preferred® promotion, Alpicella has been given premium store space, great signage and increased product line leading to significant sales increases. Alpicella is just one company that will benefit from Wal-mart's strategy to increase its Idaho Preferred® product line.

Idaho Preferred® Launches Nursery Program

Idaho Preferred® has launched a nursery program to identify and promote items grown in Idaho. While Idaho's greenhouse and nursery industry ranks sixth in terms of agricultural cash receipts, \$85 million in 2005, few consumers realize that many trees, shrubs, potted plants and flowers, bedding plants and landscape materials are grown and raised within the state.

"This is a natural fit for Idaho Preferred®," says Leah Clark. "Nursery is a large and growing part of Idaho agriculture and many consumers don't know that. Our goal is to raise awareness and also to help Idaho companies by promoting the purchase of local products."

Idaho Preferred® is working with existing retail partners such as Paul's, Walmart, and Albertsons to identify sources of local nursery products, as well as to identify products already being carried.

"Our retail partners are extremely supportive of Idaho Preferred® and local products," says Clark. "We are excited to see that interest expanding to include nursery products."

American Culinary Federation Chefs Will Meet in Idaho

The Western Regional Conference of the American Culinary Federation will meet in Coeur d'Alene in April. Over 500 chefs from throughout the region will convene to learn the latest in food and menu trends. Idaho Preferred®, along with several Idaho companies, will host an all-Idaho Culinary Day at the conference on Monday, April 16th.

Six 90-minute sessions will be presented by top local chefs to showcase the quality and diversity of Idaho food and wines. David Knickrehm, Executive Chef at the Blue Ribbon Artisans in Meridian, will present new menu trends for Idaho potatoes, onions and tortillas. Chef Kirt Martin of the Snake River Grill in Hagerman will discuss innovative techniques and menu applications for trout and pork, and Kobe beef will be presented by Chef Rod Jessick of the Coeur d'Alene Resort.

In addition to the Culinary Day presentations, Idaho Preferred® will host an all-Idaho Pavilion within the conference trade show. Potatoes, onions, trout, pork, lamb, beef, tortillas and bread will be featured – along with Idaho's fine wines – in a special exhibit that will allow top chefs from throughout the region the opportunity to taste Idaho cuisine and meet some of Idaho's best food and wine producers.

Idaho Preferred® Seeks New Members

If your company is interested in taking advantage of growing consumer demand for local products and is considering entering or expanding your distribution in retail, foodservice, or school markets, we invite you to join Idaho Preferred®. This program, managed by the Idaho State Department of Agriculture Market Development Division, is designed to help identify and promote Idaho food and agriculture products.

Members can take advantage of retail promotions, school and educational events, foodservice activities and special consumer events. In addition, Idaho Preferred® will continue to work to increase awareness and sales of Idaho agricultural products through statewide advertising, public relations and media events.

Idaho Preferred® membership is available to growers, processors, retailers, restaurants, and supporting organizations. To see if your products qualify, please go to our website at www.idahopreferred.com – we hope to hear from you soon!